
From: Cori Rice
Sent: Friday, November 13, 2015 11:32 AM CST
To: Marina MacDonald
Subject: RRI Crisis Monitoring Monthly Report - July to October, 2015
Attachments: RRI Crisis Monitoring Monthly Report - July to October.pptx

Marina-

See attached the beautiful work of the crisis team.....will you review before we send on to George?

Thanks

C

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PL Sum. J.

Ex. 92



CRISIS MONITORING MONTHLY REPORT

July 2015 – October 2015

Submitted by HILL+KNOWLTON
STRATEGIES

MONITORING FILTER

Guest Comments from 4 Platforms

- Clarabridge Survey
- TripAdvisor
- Hotels.com
- Expedia



28 Key Words in 4 Categories



Drugs

- Drug Activity, Needles, Narcotics, Dope, Syringe, Weed, Cocaine, Crack, Meth, Methamphetamine, Trafficking



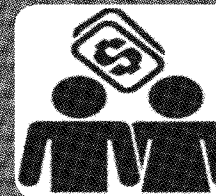
Police

- SWAT, Arrest, Robbery, Undercover, Ambulance, Fire Rescue, Rescue Squad



Weapons

- Gun, Knife



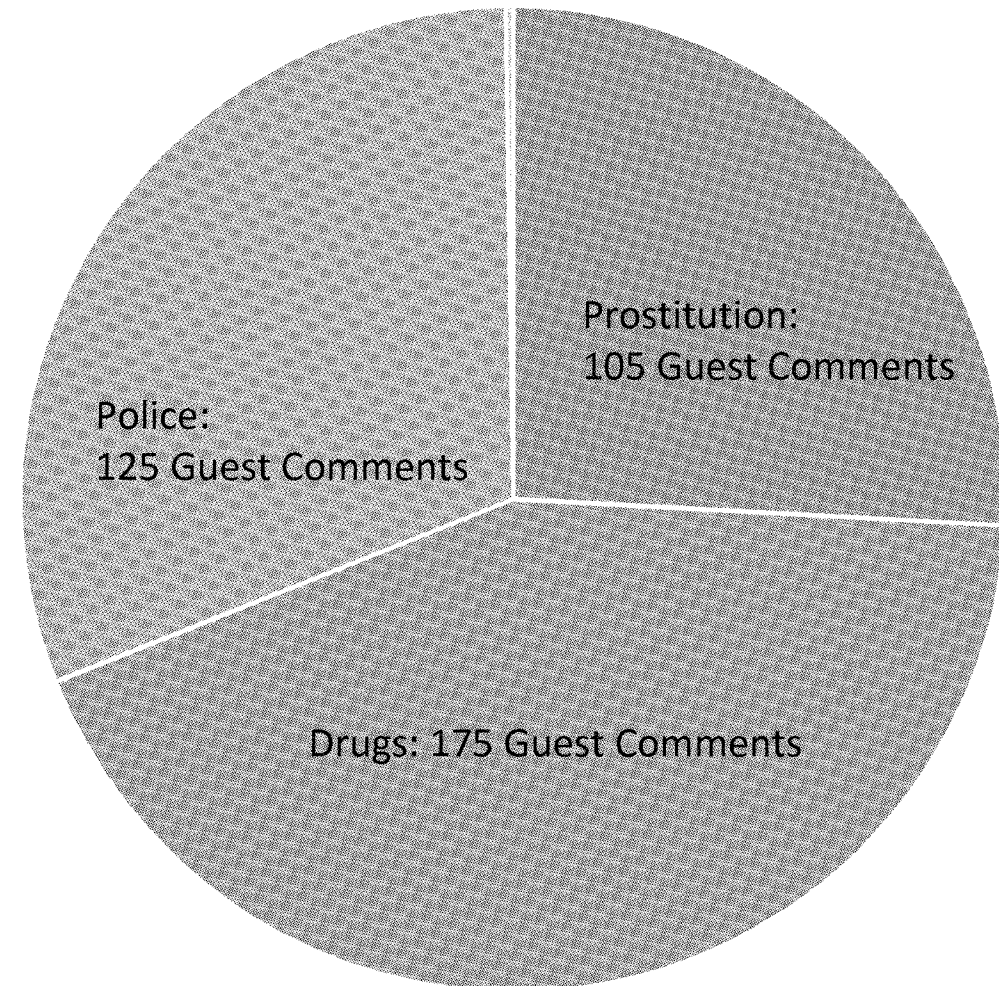
Prostitution

- Escort, Pimp, Hooker, Whore

CRIMINAL TRENDS: BY CATEGORIES

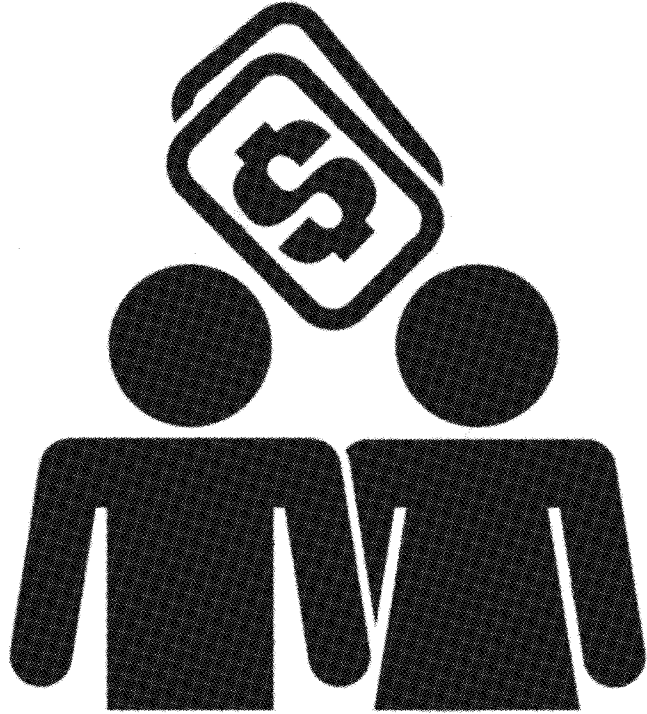
From July to October 2015, Red Roof received:

- **Prostitution: 105 Comments**
- **Drugs: 175 Comments**
- **Police: 125 Comments**
- **Weapons: 1 Comment**



■ Prostitution ■ Drugs ■ Police ■ Weapons

PROSTITUTION: Regions with most prostitution comments



Region F4: (19) Prostitution comments

- Atlanta Midtown (6 comments), Columbia West-SC (3), Tinton Falls (3)

Region F3: (12) Prostitution comments

- Atlanta Smyrna (7), Chattanooga Airport (4)

Region F6: (12) Prostitution comments

- Hardeeville (3)

*Properties that received 3 or more comments from July to October, 2015

DRUGS: Regions with most drugs comments



Region F4: (25) Drugs comments

- Atlanta Midtown (11 comments), Atlanta South – Morrow (5)

Region F3: (16) Drugs comments

- Atlanta Smyrna (12)

Region F1: (15) Drugs comments

- Tampa Busch (4), Jacksonville - Orange Park (3)

*Properties that received 3 or more comments from July to October, 2015

POLICE: Regions with most police comments



Region F3: (16) Police comments

- Atlanta Smyrna (7 comments), Chattanooga Airport (3)

Region F4: (16) Police comments

- Mt. Laurel (3)

Region 8: (15) Police comments

- Baltimore North – Timonium (4), Charleston – Kanawha City (3)

Region F6: (15) Police comments

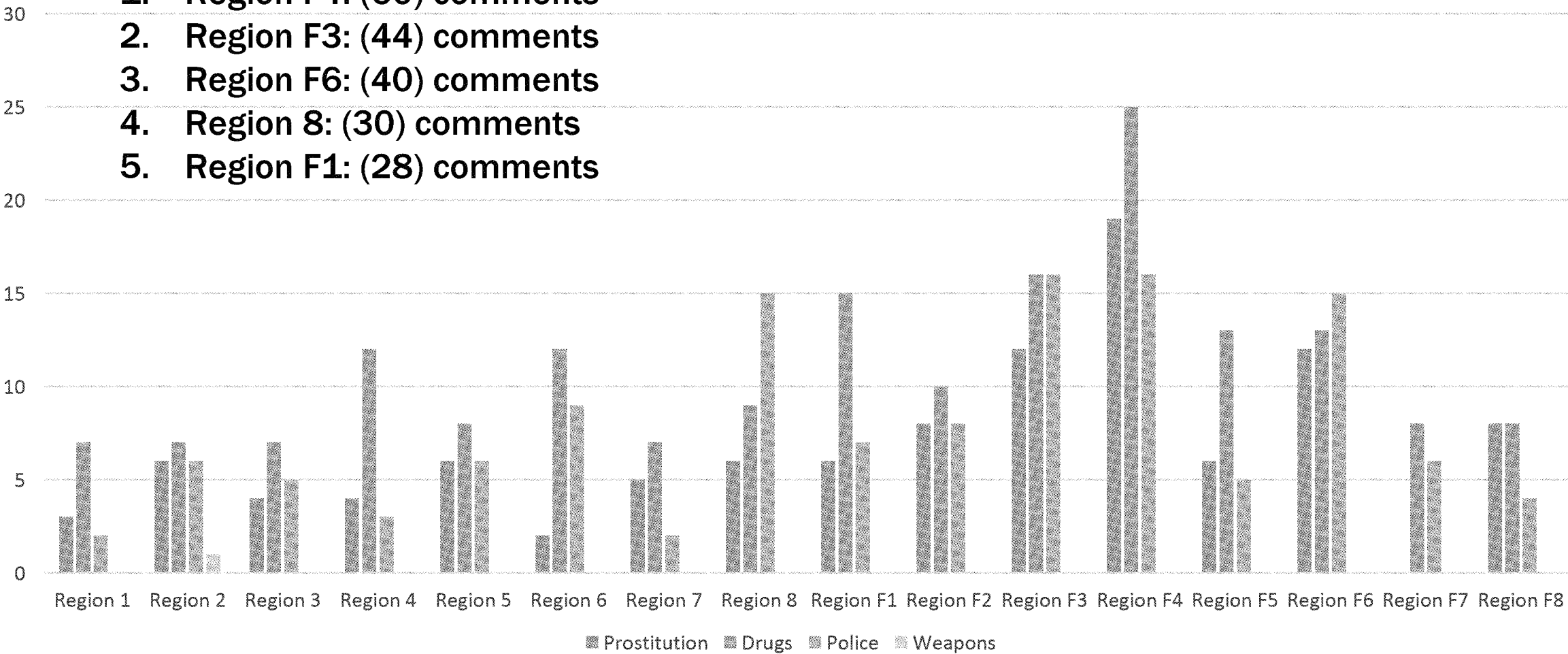
- Greenville (3)

*Properties that received 3 or more comments from July to October, 2015

CRIMINAL TRENDS: BY REGIONS

Top 5 regions with most criminally relevant comments:

- 1. Region F4: (60) comments
- 2. Region F3: (44) comments
- 3. Region F6: (40) comments
- 4. Region 8: (30) comments
- 5. Region F1: (28) comments



ATTENTION LIST: Properties with most criminal chatter

Region	Property	Total	Prostitution	Drugs	Police	Weapons
F3	Atlanta – Smyrna	26	7	12	7	0
F4	Atlanta – Midtown	19	6	11	2	0
F4	Atlanta – South (Morrow)	9	2	5	2	0
F3	Chattanooga Airport	9	4	2	3	0
5	Detroit - St. Clair Shores	8	3	4	1	0
6	Atlanta – Buckhead (PLUS)	7	1	3	3	0
F1	Jacksonville – Orange Park	7	3	3	1	0
F1	Tampa Busch	7	1	4	2	0
F4	Columbia West, SC	6	3	1	2	0
F6	Greenville	6	2	1	3	0
F4	Mt. Laurel	6	1	2	3	0
1	Phoenix North – Bell Road	6	2	4	0	0
F2	Chicago – O'Hare Airport/Arlington Heights	5	1	2	2	0
F7	Columbus E – Reynoldsburg	5	0	2	3	0
5	Detroit – Warren	5	2	1	2	0

*Properties that received a minimum of 4 criminally relevant comments

ATTENTION LIST: Properties with most criminal chatter

Region	Property	Total	Prostitution	Drugs	Police	Weapons
F6	Hardeeville	5	3	1	1	0
F2	Minneapolis – Roseville	5	1	1	3	0
6	Raleigh NCSU – Convention Center	5	0	3	2	0
F4	Tinton Falls	5	3	0	2	0
5	Akron	4	0	2	2	0
8	Baltimore North - Timonium	4	0	0	4	0
8	Charleston - Kanawha City, WV	4	0	1	3	0
F2	Chicago Lansing	4	2	1	1	0
7	Harrisburg – Hershey	4	2	2	0	0
8	Louisville Expo Airport	4	2	1	1	0
F6	Mystic New London	4	1	1	2	0
2	Naples	4	2	1	1	0
3	Pensacola - West Florida Hospital	4	0	4	0	0
6	Richmond South	4	1	1	2	0
F2	Terre Haute	4	1	2	1	0
8	Washington DC - Columbia/Fort Meade	4	2	1	1	0

*Properties that received a minimum of 4 criminally relevant comments